

# EMERALD MEMBERSHIP

\$7,500 ANNUALLY

## ABOUT THE PROGRAM

*WasteCap's members make up a network of professional, sustainability-minded companies. The membership program provides more than a community, though. It offers exposure through sponsorship, marketing and event opportunities.*

## CONTACT:

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**MEMBERSHIP FEES ARE TAX-DEDUCTIBLE.**

## EMERALD MEMBERSHIP BENEFITS INCLUDE:

- Member recommended as the preferred client resource. Based on client needs, Benefactor level members will be recommended first, followed by Emerald, Gold, Silver and then Bronze.
- 5% off one waste audit. This will be coordinated with Justin Farrell, project manager.
- 5% off one C&D waste management project. This will be coordinated with Justin Farrell, project manager.
- Free employee enrollment in WasteCap's retail store loyalty program.
- Company logo printed in WasteCap's Sustainable Resource Directory Books of WI.
- Hyperlinked company logo featured on WasteCap's *Member Page*.
- Half page ad printed in both Sustainable Resource Directory books of Wisconsin.
- Up to five press releases authored, promoted and distributed by WasteCap.
- Member logo featured in WasteCap's annual video that is played at Emerald Evening and is posted to all social media.
- 20% off all event sponsorship opportunities.
- Free admission for company employees to WasteCap forums. Company attendees must pre-register or will be charged at the door.
- Four complimentary Emerald Evening tickets.
- Complimentary Emerald Evening sponsorship. This includes a sponsorship at the Emerald level. Additional sponsorships may be purchased for 20% off.
- Preferential speaking opportunities at WasteCap forums.
- Planned social media promotion. This includes posting press releases, blog posts or other articles featuring the member company as well as retweets.
- One Tweet Chat hosted by WasteCap. Tweet Chats are planned Q&A's between your company, WasteCap and each organization's followers. WasteCap will publicize the Tweet Chat and work with the member to create questions.
- One blog post on a topic of your choice where member acts as subject matter expert. This post will be authored by WasteCap and requires a 2 month notice.
- One blog post featuring the member. This post will be sustainability focused and requires a two month notice. WasteCap will publicize the post on all social media and include it in its monthly newsletter.
- Up to five accomplishments featured within the *Client News* section of WasteCap's monthly newsletter. This newsletter is circulated to over 2,500 active readers.
- Two member chosen articles featured in the *Industry News* section of WasteCap's monthly newsletter. Unless specifically requested, the two blog posts will be chosen.